



Job Title: Graphic Designer/ Communications Specialist

Reports To: Director of Membership Development and Communications

FLSA Status: Exempt

Revision Date: March 2021

Position Summary:

Assist in the design, creation and dissemination of all materials comprising the organization's annual communication plan and maintaining tracking metrics to measure effectiveness.

Full Job Description:

As a part of the SCACPA membership team, the Graphic Designer/Communications Specialist will work across multiple mediums to support the organization's strategic communication goals.

The Specialist will be responsible for designing and creating graphics and layout for marketing pieces used in implementing the SCACPA strategic communications plan via the website, newsletter, videos, email and social media platforms.

Under supervision, the Specialist will assist in managing the SCACPA marketing technology stack, including the CMS and CRM systems as well as the website, social media accounts, etc.

The position will require you to coordinate both in-house and outside resources to complete production and dissemination of organization communications.

The Specialist will also support the department through helping create and collect tracking metrics for all marketing programs, working closely with the membership team to review analytics across various marketing channels.

Essential Duties:

- Provide design and illustration assistance from conception to completion as required
- Create elements for print, video, social media, email, and other digital mediums according to SCACPA brand standards
- Work with internal and external teams to bring projects from conception to completion
- Work under supervision of the department manager and in conjunction with the other departments to meet assigned deadlines
- Plan and create engaging content for social media distribution which may include photos, videos, stories, links, takeovers, live videos and industry announcements



- Assist the department by collecting, writing and scheduling social media posts on all platforms
- Track online conversations, reply to messages and engage with followers. Implement digital accessibility on all social media platforms. Stay abreast of social media best practices and trends, seeking opportunities that engage our users
- Maintains high skill levels in software programs required to perform assigned job functions; participates in training focused on the use of design and illustration software necessary
- Assists in management of multiple creative campaigns, tasks and changing priorities.
- Responsible for day-to-day web site content, including: building new pages; implementing a schedule of review and updates; create and update images, and post new material as needed
- Responsible for day-to-day website quality assurance, including: ensuring compliance with SCACPA brand standards; under supervision, apply best practices of digital accessibility, mobile responsiveness and search engine optimization; troubleshoot site errors such as typographical errors, broken links and accessibility issues as needed
- Assists in archiving and maintaining digital files, project hard copies, photography, illustrations, logo art, typestyles, historical collateral samples, etc., of organization materials and resources, and in maintaining a log of said archives to assist other department members in locating necessary files and references
- Provide member and customer service
- Other duties as assigned

Desired Skills:

- Ability to initiate tasks, assume responsibility, and to work with minimal supervision
- Ability to prioritize tasks, to handle multiple tasks concurrently and completely, with responsible follow-through
- Ideal candidate will have strong problem solving skills, the ability to multi-task several different responsibilities and enjoy working in a fast-paced work environment.
- Familiarity with MailChimp, WordPress, YouTube, Adobe Products
- Social networking experience and social analytics tools knowledge
- Meticulous attention to detail